"Impact of Social Media as a tool of Digital Marketing in Services Provided by Telecommunications Companies in Yemen"

Synopsis for Candidature to the Registration of Degree of Doctor of Philosophy (Ph.D) in the subject of Marketing under the School of Commerce and Management

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I- INTRODUCTION:

The advent of social media(SM, henceforth) as a marketing channel has immensely changed the way firms communicate with customers. With a massive number of users worldwide the SM can be a strategic marketing communication tool to service providers, including the communication service. Companies can take advantage of the ubiquitous platform to cost-effectively place their advertisements and invite reviews of the previous customer on their offers. These reviews serve as viral marketing which can help companies to disseminate their services as well as to devalue the service of the competitive companies. Recent years have witnessed the rise of SM channels such as Facebook, YouTube, Google, and Twitter, which allow customers to take a more active role as market players and reach (and be reached by) almost everyone, anywhere and anytime (Hennig-Thurau et at., 2010). SM is an online platform which permits customers to generate and shares content, communicates with one another, and build relationships with other clients (Hennig-Thurau, 2010; Libai et al., 2010). with the time, The number of users will be increased consequently. In the era of the digital world, the upcoming generation will spend more time on SM than the older generation. The new generation will do their marketing via SM. They will join the market and create a new dimension of the market. One of the dimensions is how do customers evaluate the service providers? The utilization of SM will disseminate the adds, offers, news, services etc. very quickly, it will reach thousands of people in one minute. SM will also save the companies efforts and cost. Furthermore, in countries like Yemen that there is such restriction on women interaction n SM can break this barrier. trusts creates kind of trust between clients and companies, as it facilitates the direct interaction amongst them. It also enables clients to drop their demands, complaints suggestion. which help the companies to improve

their services. Employing SM helps companies to be distinguished amongst the other companies. This research seeks to examine manager perception on the importance of SM in creating a competitive advantage and how SM impacts customers trust to the service provider and keeping this trust long last. There several studies that dealt with SM as a tool of digital marketing.

II- Literature review:-

RANI. A (2017) examined the dimensionality of customer engagement construct in context to SM, also examined the influence of social factors, user-based factors and firm-generated information on SM engagement. He examined the effect of SM engagement on various outcomes - brand equity, value co-creation, competitive advantage, purchase intention and actual purchase. He also wants to identify the moderating role of trust and perceived risk in the relationships between SM engagement and brand equity. The study adopted an SM user-oriented approach and focused on the consumer as a unit of analysis. the study selected Customers falling in the age group of 18 to 40 years, were personally contacted from multinational corporations in Gurgaon, India. He used using purposive sampling method during, February to June 2015. A total of 1200 questionnaires were distributed to the people having more than one year of experience in using SM networking sites, out of which 816 respondents have given complete and usable response. The researcher used checked by mean, standard deviation, Skewness and kurtosis. The results showed that users information and personal motivation plays an important role in customers' SM engagement and significantly contribute SM for information engagement. and social identity and tie-strength play a significant role in making customers involved in SM, and in influencing their SM usage. the SM. Affect which used -based factors & dimensions and firm-generated information. that firm-generated information gives averagely in driving

customers' SM engagement. also, the respondent revealed that they gather information related to product or service from SM.

BANERJEE, B (2017) scrutinized the effectiveness of using SM platforms for marketing communications by the FMCG companies in India and the effects of consumer behaviours in response to SM exposure. studying the trends in the use of SM by FMCG companies, consumer perception of SM concerning FMCG products and the effects of SM on purchase behaviour, and compared whit the traditional media. The researcher administered a questionnaire to thirty FMCG companies and 500 customers, He found that the FMCG companies gained several benefits such as improved brand exposure, brand awareness, brand interest, brand leadership, customer attention and recall. Facebook, Twitter, YouTube and Linkedin were the most used SM platforms by the FMCG companies for marketing communications. While a few companies also used Google plus, Instagram, Pinterest, Foursquare and blogs, a few of them preferred Snapchat, Forum, Social bookmarking or chat rooms for marketing. The customer choice of SM platforms was found to be Facebook, Instagram, Twitter, YouTube and Linkedin, with Facebook being the most frequently used SM platform. More number of customers were found to prefer SM for obtaining product information than for making a purchase. While the customers exhibited a willingness to purchase personal care products, electronic goods and household items using online platforms, most of them were uncertain to buy food and beverages without personal examination, also, using SM for marketing communications was found to introduce significant changes in the communication between marketers, communities and individual customers, thereby impacting the purchase behaviour of the customers and sales revenue of the companies. An important finding of this study is that the organizations involved with FMCG goods used SM marketing methods in a marketing mix, to supplement other methods such as experiential marketing and event-based marketing, It was found that all the thirty companies included in the study did not prefer to use SM in isolation, for marketing. The conclusion arrived from this study based on the current scenario is that, SM act as extremely powerful tools of marketing communications in the FMCG sector, capable of improving customer behaviour influencing the sales profit of the companies.

Madan (2017) examined the different methods of brand communication and promotion done by the service sector companies using SM networking

websites and to study the influence of brand communication practices adopted by the selected service sector companies on SM on customer responses in the form of their awareness, engagement and loyalty in India, taking metros and NCR as the area of study. He administered an online questionnaire was uploaded on various platforms like Facebook, LinkedIn and Google Plus to get responses. The researcher used the SPSS program to analyze the data to desired results. The other statistical tools that were applied are frequency distribution and descriptive analysis, chi-square, independent sample t-test, one way ANOVA (Analysis of Variance), exploratory factor analysis, confirmatory factor analysis, structural equation modelling and attribute-based preferential mapping. He found that brand communication tools used by the selected service sector companies have a significant influence on the brand awareness, brand engagement and brand loyalty of the customers. influenced their promotional activities towards the communicated brand. He found to have the same impact on customers with different age groups. Similar results are also observed in the case of the respondents with different income groups. and there is no significant difference among the customers with different age groups, different income groups concerning their perception about brand awareness as a result of brand communication tool as well as the concerning their perception about brand awareness as a result of brand communication tool. also, there is no significant difference between male and female customers concerning brand engagement activities done on SM. It is found that there is no significant difference among the customers with different age groups concerning their perception about brand engagement as a result of brand communication tool. The responses of customers with different income groups are found to be same, which means that brand communication practices used by service sector companies are found to have the same impact on customers with different income groups.

Trivedi, M.(2014) attempted to identify the effect of corporate communication on the corporate image of an organization, the study tried to explore the impact of the dimensions of globalization, new technology and corporate social responsiveness on corporate communication for creating a distinct corporate image of an organization. and to know The constituent factors of the dimensions of globalization, new technology and corporate social responsiveness are identified to check whether these constituent factors differ in their importance in the corporate communication of services and manufacturing organizations or not. The study depends on the survey method for data collection and responses were obtained by administering questionnaires to executives involved in executing corporate communication in services and industrial organizations. Respondents were identified primarily through convenience and later on through the network of initial contacts. The researcher concluded the following results: A significant effect of corporate communication on the corporate image of the organization. There is a significant effect of globalization on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. There is a significant impact of new technology on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. there is a significant impact of corporate social responsiveness on corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. Five constituent factors are identified for globalization namely Collaboration, Open Trade, Cross-Cultural Communication, Innovative Technology and Quality Services which impact corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. Three constituent factors are identified for new technology namely Prompt Services, Virtual Ability and Transformed Networks which impact corporate communication in services and manufacturing organizations. Four constituent factors are identified for corporate social responsiveness namely Social Responsibility, Corporate Ethics, Corporate Virtue and Social Image which impacts corporate communication in services and manufacturing organizations. . Conversely, There no significant difference in the role of corporate communication in services and manufacturing organizations to create a distinct corporate image of an organization. This denotes that corporate communication is important for the corporate image of an organization irrespective of the industry.

Ahuja and Bharadwaj (2016) reported that the importance of SM networks increased each day among the Indian youth. The study found that several benefits such as information regarding job opportunities, a useful resource for education, etc. for the youngsters as well as inevitable dangers accompanied with extensive use of SM networks such as distraction, cyberbullying, low self-esteem, etc. According to them, in India, Facebook is ranked as the third most used website among the youth. While the US forms the biggest market for Facebook, India comes next, contributing the second biggest market for Facebook.

Braude R. (2009) conducted a thesis on - Social Media's effect on consumers' perception of organizational reputation and innovation. The study focused on the customers in America and their perceptions towards organizations using SM. He administered an online survey as well as interviews wherein a comparison was made between two companies in the airline sector and how they are using SM. The researcher also conducted focus group interviews to understand the American consumers' knowledge, attitude and behaviour towards SM and the companies in the airline industry. Through data analysis, the researcher found out that it was the consumers of America who demanded and expected the organizations to interact with them through SM. The study also showed that according to the consumers, the use of SM by the organizations was considered as a novel idea and this would further help the organizations improve their reputations.

From the above studies, the researcher observed how much it is important to investigate the role of SM as a tool of Digital Marketing services provided in Yemen.

III- Statement of the Problem:

New digital media represents the most important business revolution in modern times. Marketing creates demand, digital marketing enhance the creation of demand using the power of SM. The Digital Marketing strategy builds and adapts the principles of traditional marketing using opportunities and challenges offered by the technology and the digital medium. SM communication is considered as a new channel for marketing and offers a new paradigm for the way consumers connect with brands for companies,

and with each other. the contact by SM provides consumers with multiple choices for contact with companies, increase influence on customer Social media already impact the way people communicate and it promises to also affect the professional landscape of communications across all industries.I will make comprehensive analysis of SM in the telecommunications companies Yemen, including a study on SM's role in services provided.

Social media are fundamentally changing the way we communicate, collaborate, consume, and create. They represent one of the most transformative impacts of information technology on business, both within and outside firm boundaries. to stimulate innovative investigations of the relationship between SM and competitive advantage. In this study, The researcher will scrutinize the relationships between SM and services provided.

The service sector of Yemen has gradually begun applying SM as a tool of digital marketing (Dave, 2016). However, the use of SM alone as a device for marketing communications in Yemen context remains doubtful (Rishi, 2011).

 The effective of SM in isolation, in achieving successful advertising to draw the attraction of the customers. It is a complex process to involve a multitude of factors, which needs to be studied carefully.

 Concerning the service sector, thorough utilization of SM has not been done to its optimal extent. In-depth analysis of relationships between consumer performances in response to SM (purchasing, loyalty) and companies (performance, sales, brand image, and reputation) have not been done (Durukan, Bozaci and Hamsioglu, 2012).

 Companies must appreciate that SM can be useful only if there is a strategic implementation, purposefully done. It is observed that many

famous companies using SM fail to measure the competitive advantage to be achieved (Hubar, Burnaz and Ozyazgan, 2010).

In recognition of the significance of SM as a tool of digital marketing in creating competitive advantage in the telecommunications companies in Yemen. this study intended to examine the role SM for services provided by telecommunications companies Yemen. The result of this study has managerial and academic implications. Managers of telecommunications service providers can use the findings as sources of reference to manage their business and improve their service marketing and get a services provided, and academicians can use the finding for application of service marketing field and further extension of this topic or related topics to enhance the SM in the educational process.

The research gap question can be formulated as follows: What is the impact of SM as a tool for Digital Marketing in services provided of telecommunications companies in Yemen From the point of view of the consumer.

IV- Significance of the Study:

The present study focuses on identifying the current trends prevalent in marketing the telecommunications companies service, regarding SM marketing strategies and to assess the factors influencing the customers from point of view of consumers:

- To achieve bridging of such gaps between the SM and the services provided, it is important to explore the variety of marketing tools in achieving & creating a services provided.

- Today, tough competition prevails in the global market, thus making it difficult for companies to attract customers' attention and excel in their business & service. Using right marketing strategies helps the companies to

attain new customers or retain the existing customers, thereby service awareness. Also, the review of literature exhibited substantial research to be conducted regarding appropriate marketing SM strategies to be adopted by the telecommunications companies in Yemen.

 The current study tries to know the services provided by telecommunications companies that affect purchasing decisions by closely studying the point of view of consumer of the telecommunications companies Yemen services.

V- Objectives of the Study:

1) To develop a theoretical framework linking services provided and social media as a tool for digital Marketing.
2) To study the use of SM by telecommunications companies in the strategic planning.
3) To evaluate trends in the use of SM as a tool of marketing digital in the Yemen telecommunications Sector From the point of view of the consumer.
4) To assess the effect of SM as a tool of digital marketing on services provided by the telecommunications companies in Yemen From the point of view of the consumer.
5) To analyses the company's utilization of SM as a tool for services provided in the Service Sector From the point of view of the consumer.

VI- HYPOTHESIS TO BE TESTED:

H01: H01There is no Marketing strategy for different products planned by telecommunications companies in Yemen.

H11: There is Marketing strategy for different products planned by telecommunications companies in Yemen.

H02: There is no statistically significant impact of SM in services provided.

H12: There is a statistically significant impact of SM in services provided.

H03. customers are not satisfied with the services provided by SM in telecommunications companies in Yemen.

H13: customers are satisfied with the services provided by SM in telecommunications companies in Yemen.

H04: Governmental Telecommunication companies don't use SM more than private companies.

H14: Governmental Telecommunication companies use SM more than private companies.

H05: There is significant impact of SM content on customer perception regarding telecommunication services.

H05: There is no significant impact of SM content on customer perception regarding telecommunication services.

VII- Scope of the Study

To study the impact of SM in services provided in the telecommunications companies Yemen, the researcher will select groups of consumers who use the services of telecommunications companies in Yemen, The research will further analyses whether exposure to SM content influences purchase actions and to what extent.

The study will also help to analyses to what extent the of the SM influences the companies to build a good reputation and how these companies are using these SM to strengthen services provided, and to increase the sales, and to find new customers, etc.

 The study will investigate whether the usage of SM will place the company in a better position to capitalise achieving & services provided. and if so how.

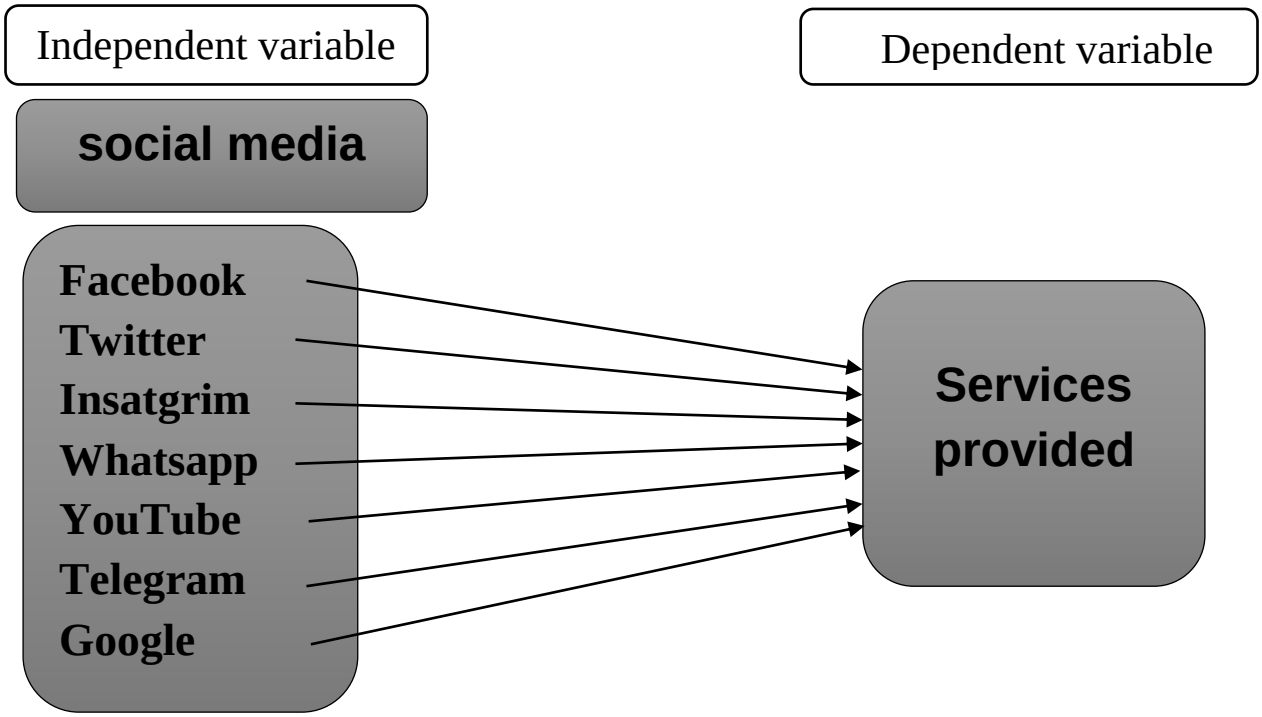
 The research will also check the various analytical tools which are used for SM marketing measurement and gauge the effectiveness of services provided through SM.

VIII- Limitations of the Study:

There are 4 telecommunications companies in Yemen, The study is limited to 2 companies. However it would have been more meaningful if all four companies were taken up for study. Limitation is of time, money and physical limitation.

IX- Conceptual model

Fig : Conceptual model



X- RESEARCH METHODOLOGY :

A descriptive research design will be adopted for the study. It accounts for both primary and secondary data.

a) **Primary source of data:** I will be collected from consumers who use their services telecommunications companies through designing a

questionnaire that contains three sections: Demographic data, SM tools, and services provided, and it will be distributed to these consumers.

b) Secondary data: I will be collected from books, journals, articles newspaper, Magazine, Research etc.

c) Selection of Samples:

The description of the sampling frame includes population, target population and determination of sample size.

POPULATION

The population of the study will include every user of social media networking website in sanaa capital city of Yemen which following offers and services on social media and used this platform in getting the information about the different offers and services provided by telecommunications companies sabafon, Yemen Mobil.

TARGET POPULATION

Internet users of sanaa capital city of Yemen were considered to be the target population for this research, because internet connectivity is a prerequisite in order to use social media. The population will be counted by the researcher to social media users because the research is about studying the impact of social media as a services provided tool to consumers.

There are many users for service in telecommunications companies in Yemen namely Yemen mobile, sabafon, Hence, out of (…….)number users from these two telecommunications companies, I have selected (……) number from consumer in sanaa. By applying simple Random Sampling Method amounting to (…….)% Of the total universe of the study.

d) Period of Study:

To evaluate the Impact of SM as a tools Digital Marketing in services provided by telecommunications companies in Yemen. I will collect

Primary data in the second year of the study 2023-2024, data will be collected for one s or more from the Respondents.

e) Statistical tools & Technique to be Used:

The data will be analyzed by the following statistic programs:

SPSS, Amos and Eviews statistical program to analyze the data.

Researcher will use the following tests to analyses the data obtained.

1. Graph and Chart will be used for Presentation
2. Percentage Analysis and Ratio Analysis and Different Statistical tools will be used
3. T-Test .
4. ANOVA Analysis.
5. Correlation and Regression analysis as per requirement.
6. SEM and Factor Analysis.

XI- CHAPTER SCHEME OF THE STUDY:

Chapter 1 Introduction

Chapter 2 Literature Review & Research Methodology

Chapter 3 Social Media as tool for Marketing in Yemeni telecommunications companies.

Chapter 4 Data Analysis and Interpretation

Chapter 5 Conclusions and Suggestions

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Appendices

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